



CALPEEK

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CAMPAIGN 2002: WAR WITH IRAQ AND SLUMPING U.S. ECONOMY KEY MID-TERM ELECTION ISSUES.

Editor's note: With the Nov. 5th mid-term elections just 8 weeks away, Demos and GOPers launched *Campaign 2002* much earlier than the traditional Labor Day start. Both sides, but especially the GOP, are swimming in money. Here's our national overview and analysis...

...Historically, the political party who controls the White House tends to *lose* U.S. Senate and U.S. House seats at the mid-term election. Best example: 1994 when halfway through his first term then Pres. Bill Clinton and congressional Demos got steamrolled by the GOP – with the GOP winning control of both the Senate & House. Today, the Demos hold the *U.S. Senate* by only 1 seat, while the GOP holds the *U.S. House* by only 6 seats out of 435. DNC Chair Terry McAuliffe predicts his party will hold the U.S. Senate and recapture the U.S. House. There also are 36 *governorships* up on Nov. 5th – including Calif. Sources believe Demos could pick up 5-6 key States, especially in the Mid-West...

...If the Republicans could reverse the historic trend and not only hold their slim advantage in the House, but regain control of the U.S. Senate, most of Pres. George W. Bush's domestic agenda could be pushed through Congress. And a Nov. 5th win by the GOP would certainly go a long way in giving Pres. Bush a boost in his 2004 reelection bid...

...However, these are very uncertain times. The U.S. is on the brink of going to war against Saddam Hussein without the strong support from many of our traditional NATO allies – except Britain. The polling data suggests American voters aren't afraid of a war with Iraq, but don't want to go it alone. Problem is the coalition is MIA. The case *Team Bush* has made against Hussein is that he's already got chemical and biological weapons, but they haven't presented evidence to show Hussein may be close to developing a deliverable A-bomb. But the best one-liner on proof comes from the President's National Security advisor Condoleezza Rice: "*We don't want the smoking gun to be a mushroom*

cloud." The biggest problem with a war is the aftermath: how much will it cost to keep troops stationed in Iraq? How will the U.S. fund such a war and the occupation? And will the U.S. use Iraqi oil to pay for this war???

...Few sources are certain how the politics of this potential war will impact on Nov. 5th, but keep in mind that just two months after 9-11 Demos won two key off-year elections in Virginia and NJ. By November of 2001, the U.S. *War on Terrorism* was well underway. If the 2001 results are repeated, it means voters, while concerned about Iraq and the war on terrorism, are more focused on *pocketbook* issues, such as the slumping U.S. economy, the growing budget deficit, social security and to some extent, problems associated with corporate responsibility...

...A recent L.A. Times poll put Pres. Bush's approval at 68% (CNN's poll has Bush at 66%), but when it comes to which political party could best handle a range of domestic and economic issues, Demos were consistently leading the GOP. The U.S. deficit now stands at \$452 billion and 59% of those questioned in the L.A. Times survey thought the U.S. was in another recession. If Congressional Demos can make the case that Pres. Bush's 10-year, \$1.35 trillion tax cut and his limp economic policy team is mostly to blame for 401Ks going into the toilet, the GOP could get hammered badly, just as the Demos took it on the chops in 1994. Stay tuned...

CAMPAIGN 2002: WILL BILL SIMON'S SLIDE MEAN A SWEEP FOR DOWN BALLOT DEMO CANDIDATES???

Editor's note: Don't think there are too many *Calpeek* readers who wouldn't agree that it would take a small miracle for GOP gubernatorial candidate Bill Simon to defeat Gov. Gray Davis(D). Just too many critical mistakes by Simon and not nearly enough money at this point to impact this race. Having said that, is it possible Simon's steep slide toward defeat will drag down the rest of the GOP statewide ticket? Here's our analysis & commentary...

...The idea of a Demo sweep Nov. 5th has crossed the minds of those consultants working for down ballot Demo candid-

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ates. But the harsh reality is that Calif. voters have this tendency *not* to vote a straight party line. The voters like to ticket split – especially for the top two spots on the ticket. One doesn't have to go back far to remember Jerry Brown (D) & Mike Curb(R); George Deukmejian(R) & Leo McCarthy(D); or Pete Wilson(R) & McCarthy + Gray Davis (D). Demos Davis & Bustamante are the *exception*, not the general trend over the last 20 years...

... If the GOP is to avoid being swept where do they have the best chances of winning? Not the AG's post, where incumbent Demo AG Bill Lockyer holds a 45% to 33% lead over State Sen. Dick Ackerman(R) in the newest Field Poll and has a warchest of \$6.4 million vs. only \$61,993 for Ackerman. And probably not the CA State Treasurer's post, where incumbent Demo Phil Angelides has a warchest of \$6.1 million vs. only \$28,206 for unknown CPA Greg Conlon. True, Conlon and Angelides are close in the new Field Poll, 39% to 37%, but it's the tv buy that counts...

... The GOP's best shots are for LG and State Controller...

... In the battle between incumbent Demo LG Cruz Bustamante and GOP State Sen. Bruce McPherson of Santa Cruz, the current Field Poll gives Bustamante a 10 pt. lead: 46% to 36%. Bustamante currently sits atop a \$2.2 million warchest vs. \$804,925 for McPherson. But here's where Simon enters the picture. Sources say if the Davis vs. Simon blow-out continues, there's a danger big GOP contributors will write off Simon and divert funds to McPherson. McPherson is a moderate GOPer who supported Riordan in the primary. And he's got a history of bucking the odds to win. On the other hand, Bustamante is no weakling. He's got two very strong bases of support: voters in the Central Valley and Latino voters. For now, Bustamante remains the favorite...

... Of all the down ballot GOP candidates, State Sen. Tom McClintock(R) is the only one who has ever run statewide before – back in 1994 when Kathleen Connell(D) defeated him. In his battle with millionaire businessman/educator Steve Westly, McC currently holds a 42% to 30% lead in the Field Poll. Three months ago private polling showed the contest to be much closer. Some Demo sources admit they are worried, but are quick to add that of all the down ballot candidates, he's the only non-incumbent Demo who can pump in millions of his own into the campaign.. McC isn't a great fundraiser and the money could make a huge difference...

... As for SOS, former GOP Assemblyman Keith Olberg of Victorville holds a slim 2 pt. lead over Demo Assemblyman Kevin Shelley of S.F. – 34% to 32%, with 34% undecided.

The two are just about even in terms of money, but it should be remembered that Shelley raised and spent \$2-3 million in a very hot Demo primary. Olberg had a cake walk. For now, this race is a toss up...

... Former Insurance Commissioner John Garamendi(D) still has strong name ID (51%), leads GOP attorney Gary Mendoza by 5 pts. (40% to 35%) and has just over \$1 million in his warchest. Unless Mendoza can raise \$3-4 million for a tv blitz, the odds of him beating the better known Garamendi aren't great, but he'll make the former IC work hard. Stay tuned...

CAMPAIGN 2002: ELECTION DAY REGISTRATION BATTLE HEATS UP. CONFLICTING POLL RESULTS.

Editor's note: Prop. 52 – known as the Election Day Voter Registration(EDVR) initiative is not nearly as controversial as school vouchers or Prop. 187. But that's not to say that there's not a lot passion on both sides. There certainly is. But according to the new Field Poll only 20% of likely voters are *aware of this measure*, meaning that despite the new Field and Public Policy Institute of Calif. surveys this initiative could go in either direction. The current law allows voters to register up to 15 days before an election. If 52 is approved, potential voters could register on election day. Here's our update & analysis. Polling data first. Both surveys were taken in late August to early September among likely voters...

	<u>Field</u>	<u>PPIC</u>
YES on 52	36%	52%
NO	42%	39%
Undecided	22%	9%

... YES on 52 says one of the main reasons for approving EDVR is that Calif.'s lousy *voter turnout* will go up substantially. But according to the PPIC survey, 31% don't think passage of 52 will do a thing to help turnout and another 26% said voter turnout would only go up a little. About 29% said turnout would go up somewhat; while 8% felt 52 would mean a significant increase in turnout...

... In addition to the two new polls, on Sept. 5th Calif. Sec. of State Bill Jones(R) came off the *neutral* list and went NO on EDVR. This was major coup for the NO side but it could be meaningless in the long run because thus far Citizens & Law Enforcement Against Election Fraud(NO on 52 Cmt.) have *not* been able to demonstrate that they can raise a meaningful warchest so necessary to educate voters (\$\$\$ for tv). The YES on 52 is expected to have a mega-buck campaign, complete with direct mail and a tv buy...

... And while the YES on 52 campaign may not like the fact

that Jones is now on the NO side, he does have credibility, which may explain why YES on 52 decided to blast the outgoing SOS. And they left it to former Demo SOS March Fong Eu to issue the scolding. NO on 52 responded to Eu's bashing with a "This is sour grapes" news release...

...Jones' key complaint about 52: not enough safeguards in place within the measure to prevent intentional voter fraud. Indeed, voter fraud is the one note which NO on 52 is always pointing to as the fatal flaw in this measure. While there are increased penalties for voter fraud in Prop. 52, once a ballot is cast at the polling place, it is mixed together with all the other ballots. If there were fraudulent votes, it would be impossible to separate the good ballots from the bad. Stay tuned...

CAMPAIGN 2002: CALIFORNIA INITIATIVE UPDATE.

Editor's note: In late August and early September both the Field Poll and the Public Policy Institute of Calif. (PPIC) poll were in the field testing voter opinion on several (but not all) of Calif.'s 7 ballot measures. Field interviewed on Props. 47, 49, 50 and 52, while PPIC only did 49 and 52. We'll cover 47, 49 and 50 in this analysis. See our separate update & analysis on Prop. 52...

☒ **Prop. 47** – This is the \$12.3 billion public education facilities bond – officially titled *Kindergarten – University Public Education Facilities Bond Act of 2002 and 2004*. Supporters of 47 (YES on 47 – *For Accountability and Better Schools*) should be pleased, but not over confident because YES is only at 54% at this point. NO is at 33%, while 13% remain undecided. There is still no formal opposition to 47, but given PPIC's estimate of voter moods on the economy (only 39% of Californians think that good times lie ahead, while 51% expect the financial environment to be bad), supporters will have to work extra hard to insure a win Nov. 5th...

☒ **Prop. 49** – The official title of this measure sponsored by actor Arnold Schwarzenegger is *After School Programs. State Grants*. YES on 49 ads (both :30 and :60 seconds) featuring Arnold and a handful of other supporters began airing Sept. 3rd. The spots were produced by consultant George Gorton of The Calif. Group. Both Field and PPIC show Prop. 49 leading, but there could be trouble ahead because GOP voters aren't supportive...

	<u>YES</u>	<u>NO</u>	<u>Undecided</u>
Field	51%	35%	14%
PPIC	59%	31%	10%

...In Field, GOPers are 35% YES vs. 47% NO, while in the PPIC survey GOP voters are 39% YES vs. 51% NO. It is

widely assumed that come 2006 Schwarzenegger will toss his hat into the political arena and run for governor. Prop. 49 is his first political outing and thus it's important that he do well. Since Prop. 49 amounts to ballot box budgeting, this could be the reason GOP voters don't support Prop. 49 at this time. It certainly is one of the reasons why the CA League of Women Voters is opposed...

☒ **Prop. 50** – This is the \$3.5 billion bond for different water projects. The official title is *Water Quality. Supply and Safe Drinking Water Projects. Coastal Wetlands Purchase and Protection. Bonds*. As of now this measure is almost dead even in the Field Poll: 38% YES vs. 37% NO, with 25% undecided. GOP voters are solidly against Prop. 50: only 23% YES vs. 55% NO. Ditto independent voters. If these numbers remain, Prop. 50 is dead meat come Nov. 5th, despite the fact that there's no formal opposition at this time. Stay tuned...

CAMPAIGN 2002: TWO KEY INDEPENDENT GROUPS JOIN FIGHT AGAINST HOLLYWOOD/VALLEY SPLIT.

Editor's note: In addition to the main L.A. United committee backed by L.A. Mayor Jim Hahn (and two grassroots groups *One Los Angeles* and *Hollywood And Los Angeles As One*) there are at least two other major independent committees fighting Valley and Hollywood secession. Here's a brief update & analysis....

...One of the two independent committees is called *I Love L.A.* That's the official name of this committee whose key sponsors are L.A. Councilmen Eric Garcetti and Tom La Bonge. Both represent big chunks of the Hollywood area and thus this committee's main aim is to fight Hollywood secession. And according to *I Love L.A.* consultant John Shallman, the message will be positive – in contrast to the dooms day predictions which the NO side put out months ago. And even though Hollywood secession leader Gene La Pietra may have vulnerabilities, at this point neither La Bonge nor Garcetti plan to go after him. Shallman said the *I Love L.A.* committee hopes to raise at least \$500,000, but some *Calpeek* sources think that is very optimistic. Whatever, the committee will hit voters with direct mail and there will be a substantial GOTV effort headed by field ops vet Susan Burnside. There's a big HQs opening for *I Love L.A.* on Sept. 28th – at Highland & Hollywood Blvd...

...The other independent committee doesn't have a formal name, but it is the \$1 million anti-secession effort by the L.A. Co. Federation of Labor(AFL-CIO). Consultants Parke Skelton & Steve Gray-Barken (SG&A Campaigns) are engaged in a member-to-member campaign with as many as 1,500 to 2,000 GOTV workers (field & phone banks),

plus direct mail. Unlike *I Love L.A.*, the labor effort will be citywide, with an emphasis on the Valley...

...Other developments: L.A. County Registrar has assigned letters to the secession campaigns: **Measure F** is Valley cityhood; **Measure G** is the name for a new Valley city; and **Measure H** is Hollywood cityhood... The Valley Industry & Commerce Assn. (VICA) made up of some 300 individuals and companies, is coming under increasing pressure (lobbying by L.A. Mayor Hahn and former L.A. Mayor Richard Riordan) to stay *neutral*. Valley leaders and 5 past VICA chairs are lobbying VICA members to back secession, saying that to go neutral will reduce VICA to nothing "more than a talking circle." Ballots from VICA members are due Sept. 13th... And finally, L.A. Co. Sup. Yvonne Burke has come out NO on both F and H. Stay tuned...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ ***New Polling in Governor's Race*** – Just a brief recap on both the Field Poll and the survey by Public Policy Inst. of Calif. (PPIC). Field Poll shows Davis with only a 7 pt. lead: 38% to 31% for Simon. The PPIC survey has Davis with an 11-pt. lead: 41% vs. 30% for Simon. Private Demo polling and Davis tracking polls shows Davis up by 16-19%. One thing common to all polling data: Simon is having a tough time going beyond 30-31%. FYI: Davis and Simon will debate at 12 noon, Oct. 7 in L.A. (Sponsored by the L.A. Times)...

■ ***Parskywatch vs. Western Political Review*** – Another email group (crpbuzz@yahoo.com) has come up with an email attack document called Western Political Review or as they prefer *WesternPR*. The unknowns behind this email want to put GOP hardline conservatives on the spot by going after *Parskywatch* – the anti-Gerald Parsky email document which has been in cyberspace since April, blasting away at George Bush's Calif. go-to guy. In their 1st edition, *WesternPR* describes *Parskywatch* as a "mean spirited joke which has boomeranged on its perpetrators." All of this GOP infighting means the Sept. 27-29 Calif. Republican Party convention in Orange Co. could be a barn burner...

■ ***Simon Dumped by Nofziger*** – When it comes to telling like it is, GOP campaign advisor Lyn Nofziger really let Bill Simon Jr. have it between the legs. The GOP vet, who at one point was described as a Simon sr. advisor, called Simon "inept, weak... and too dumb" to beat Gov. Gray Davis(D). With friends like that... And speaking of friends, where is Simon campaign chair John Herrington?

Our sources say he's off in Europe on vacation. He was not in his office this past week; we checked...

■ ***Wesson Names New Committee Chairs*** – Assembly Speaker Herb Wesson has named the following to chair these Standing Committees: Patricia Wiggins – Banking & Finance; Jackie Goldberg – Education; Fran Pavley – Environmental Safety; Dario Frommer – Health; Carol Liu – Higher Education; Juan Vargas – Insurance; Simon Salinas – Local Govt.; Hannah-Beth Jackson – Natural Resources; Gloria McLeod – Public Employees; Sarah Reyes – Utilities. Wesson also name George Nakano of Torrance as Demo Caucus Chair...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook. We've got a ton of these announcements...

● A sad note: well known L.A. civic leader, developer and attorney Ira Yellin died Sept. 10th after a battle with cancer. He was 62. R.I.P...

● Additions to General Election Guide: Prop. 50 – Water bond: Fiona Hutton of Red Gate Communications is doing earned media/coalition building; Prop. 51 – Transportation initiative: McElroy Communications is doing earned media & press relations...

● Alfie Charles has departed the CA Secretary of State's office for a job as director of public affairs for Sequoia Voting Systems...

● Gov. Gray Davis has named former Assemblywoman Valerie K. Brown to the Sonoma Co. Board of Supervisors – District #1...

● L.A.-based Cerrell Associates has hired Alisa Kwun as an AE. She was previously a project mgr. at Consensus Planning Group in L.A...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Sept. 20-22	CA Political Attorneys Assn. annual retreat, Marina Beach Marriott, Marina del Rey.
Sept. 27-29	CRP State Convention, Hyatt Hotel, Garden Grove, CA.
Sept. 30	Last day for Governor to sign bills.
Oct. 7	1 st CA gubernatorial debate, L.A.
Oct. 17-19	U.S. Hispanic Chamber of Commerce, L.A. Convention Center.
Oct. 21	Last day to register for November election.
Nov. 1	VICA's 14 th annual Business Forecast Conf. 7:30 a.m. Warner Center Marriott Hotel.
Nov. 5	Calif. General Election.